

Prediction Accuracy Check: Certificate 2023

Issued for:

GOLDBACH

Goldbach Group AG
Seestrasse 39
8700 Küsnacht

Period of audit: 1.1.2023 – 30.06.2023

Certified media brand	Goldbach Display Network
Domains included	20min.ch (D), 20min.ch (F), tagesanzeiger.ch, lematin.ch, bernerzeitung.ch, 24heures.ch, tgd.ch, derbund.ch, bazonline.ch, fuw.ch, landbote.ch, tio.ch
Segment results analyzed	Gender & Age
Transparency including access to raw data	✓
Insight into process of prediction model	✓
Sampling tests to verify raw data	✓
Individual level test by prediction owner (<i>optional</i>) compares a test sample of predictions with an external data source at an individual ID level	✓ June 2023

Congruence Score

For all mentioned websites; measures similarity between distribution of total prediction results and source of truth distribution results



CONCLUSION:

All of the above-mentioned aspects were checked in detail. Goldbach Group AG has provided insight into its data, has been transparent about how the predictions are generated and has shown that the data supplied have remained original. They have also committed to working on the continuous improvement of their predictions. The overall Congruence Score for the Network is calculated as the mean between the score for age and gender. With a score of 89.4, it is clear that the prediction model is effective in correctly determining a large proportion of the aggregated segments.

PROCEDURE:

WEMF has been given insight into the raw data of the predictions of the mentioned websites. During the auditing process, the definitions of usership and those of checked segments were reviewed. The number of IDs behind a prediction was also checked.

The Congruence Score is calculated by considering the deviations in the distribution of age and gender groups between the predictions and the WEMF data. A Congruence Score for age and gender is generated for each website. For the network, one Congruence Score each for age and gender is formed by a weighted average. Finally, the aggregated scores for age and gender are averaged to the Congruence Score which is reported on this certificate.

Editor:

WEMF AG für Werbemedienforschung
WEMF checked all data provided by Goldbach for plausibility and compared the values with data collected from the MACH studies to generate the Congruence Score.

Congruence Score from Aggregated Data and Correctness of Data

Only aggregated data was reviewed in this audit. The Congruence Score does not represent prediction accuracy at an individual ID level. WEMF does not guarantee the correctness of the data provided by Goldbach. More detailed information can be found in the guidelines.

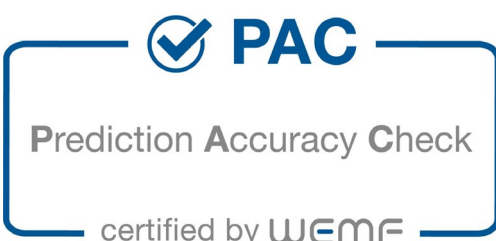
Use of Certificate

The audited company is entitled as per contract to publicly communicate the values shown on this certificate individually or as a whole, stating the audit period, or to publish the certificate as such until 30.06.2024.



More information about Prediction Accuracy Check:

wemf.ch/PAC



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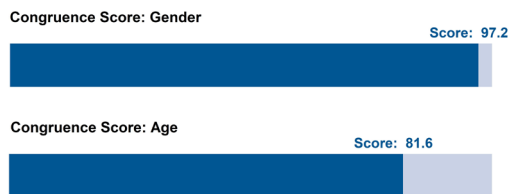
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Congruence Score

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CONCLUSION:

For the gender and age variables, aggregated results were analyzed. For gender, a Congruence Score of 97.2 was reached. This is a good value since it shows that the results from the prediction are close to the SOT. For age, a Congruence Score of 81.6 was reached. This is also a good value since an increasing number of categories makes it more difficult to reach a score close to 100. As can be seen in the analyses of the individual websites, this deviation is mainly due to the fact that the users in the youngest age category (18-24) are underestimated.

Editor:

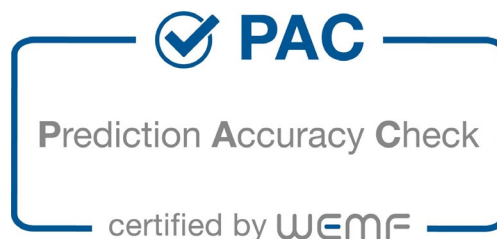
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